



# Surveys about social need on the postgraduate program in Sustainability, Innovation, and Entrepreneurship.

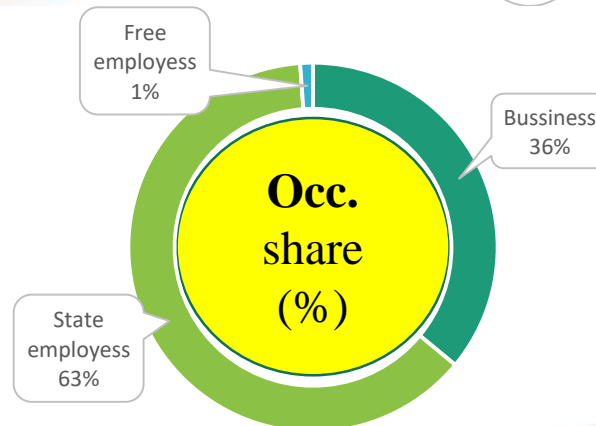
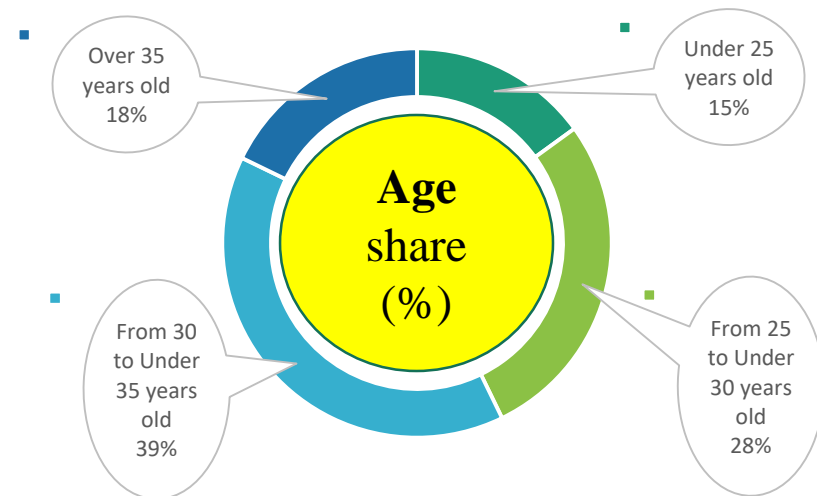
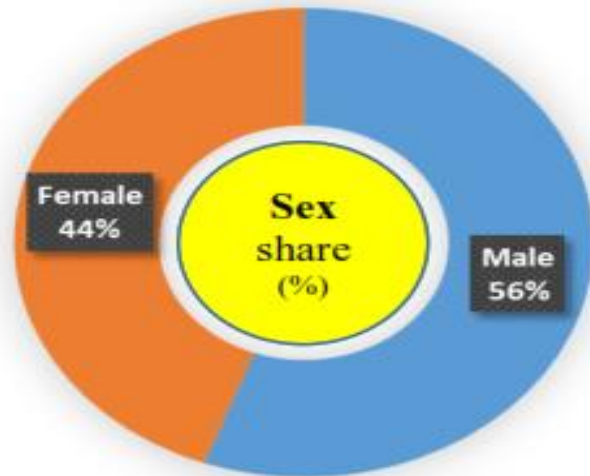
**Dr. Le Chi Cong - NTU**

*University of Greenwich, 13/05/2019*

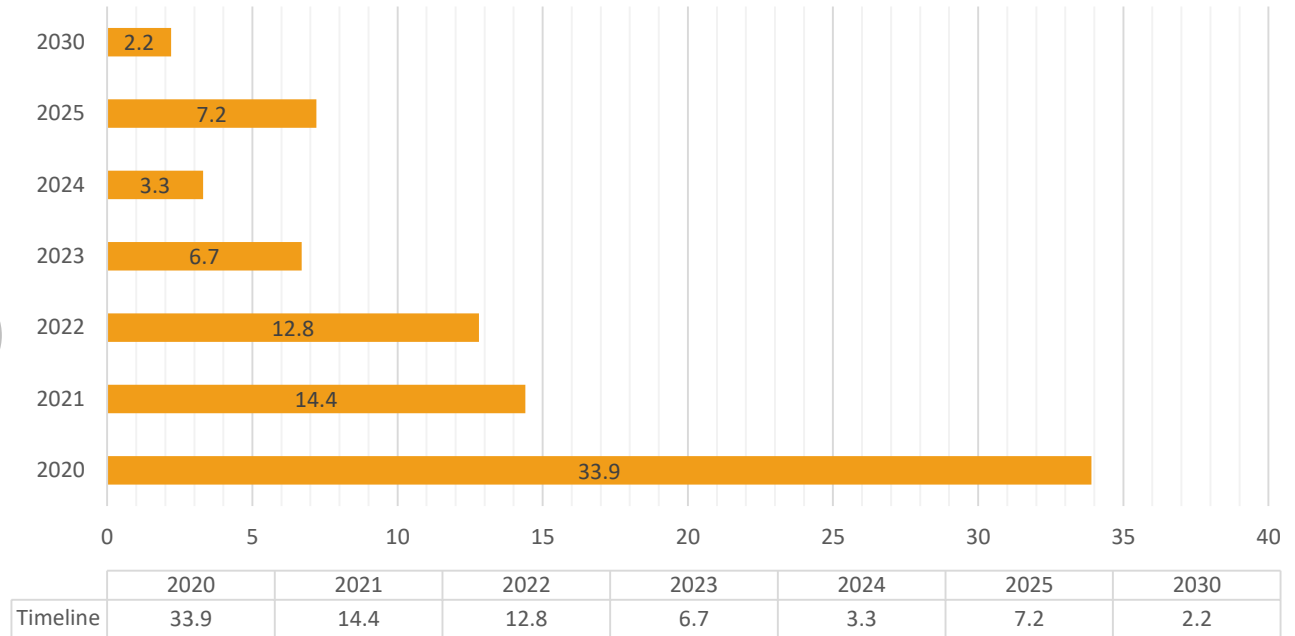
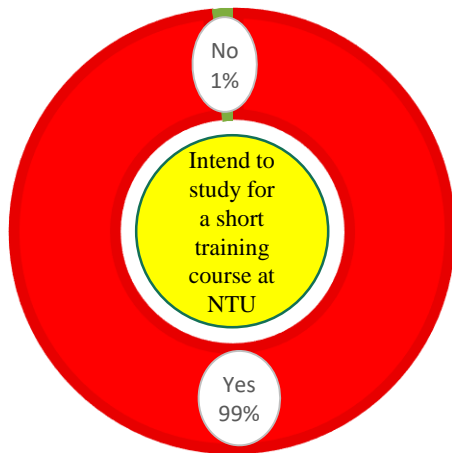
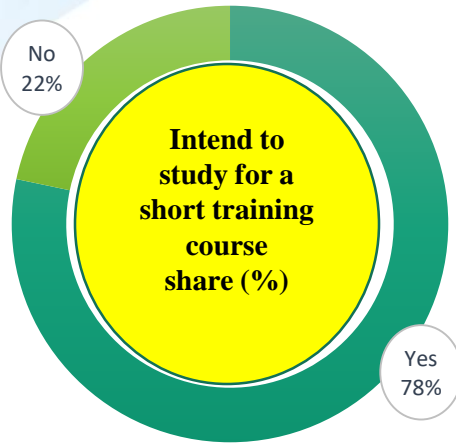
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## Information on demographic characteristics

- ❖ The proportion of male in the study sample accounts for 55.6 percent.
- ❖ Nearly 40 percent of respondents from 30 to under 35 years old.
- ❖ Regarding occupation, over 62 percent of respondents work in the state management agencies (Head/vice of department, administrative staff...).

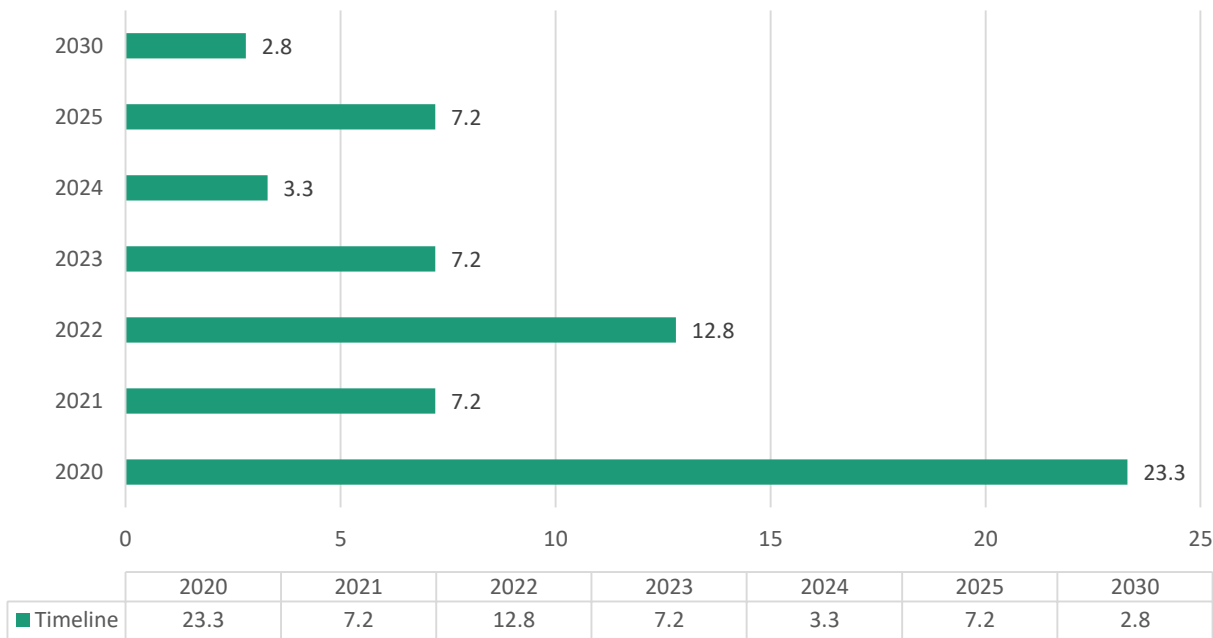
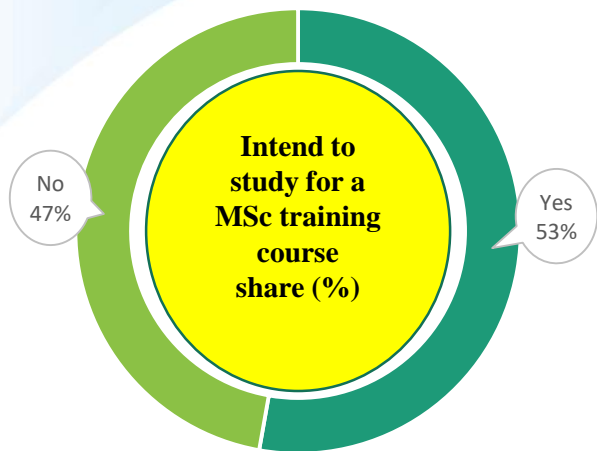


# The demand of taking the short training course in sustainability, innovation and entrepreneurship



- ❖ 80 percent of respondents have short-term needs to study in relation to sustainability, innovation and entrepreneurship.
- ❖ 98 percent of respondents prefer to study which is organised by The United Kingdom and Nha Trang University in Vietnam.
- ❖ Regarding the time to attend short courses, up to 75 percent of respondents will take the course within the first three years from 2020 to 2022.

# The demand of taking the post-graduate in Sustainability, Innovation and Entrepreneurship

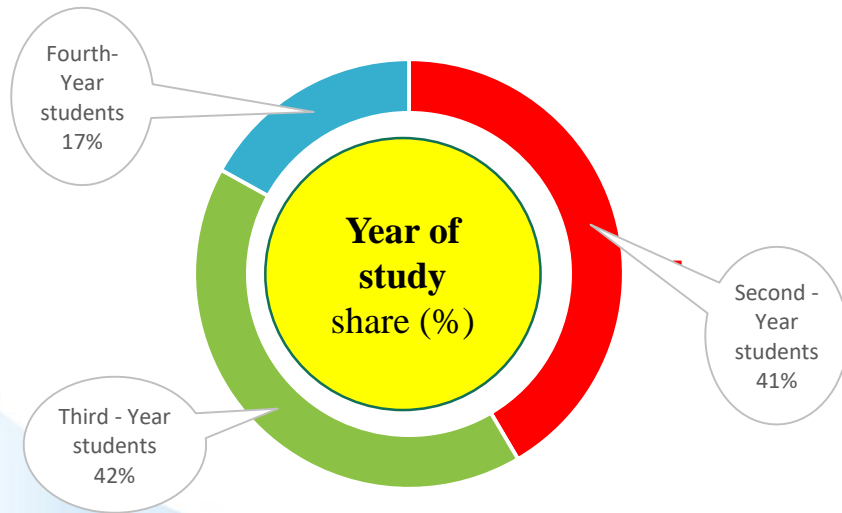
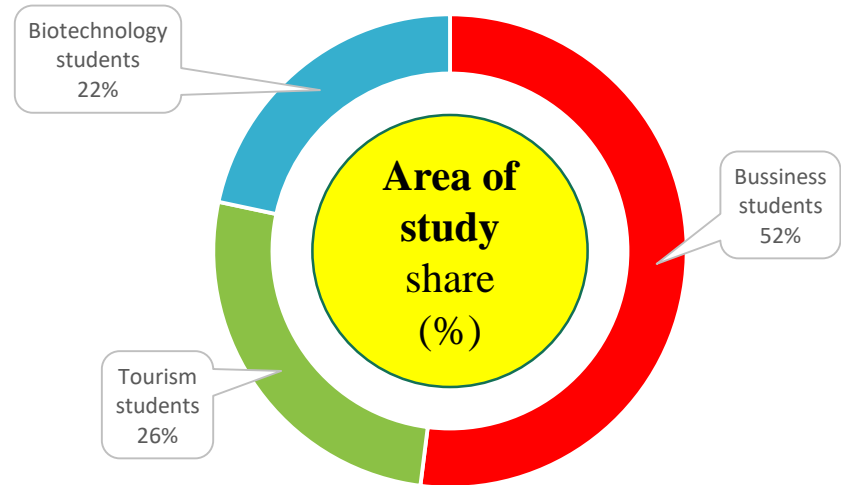
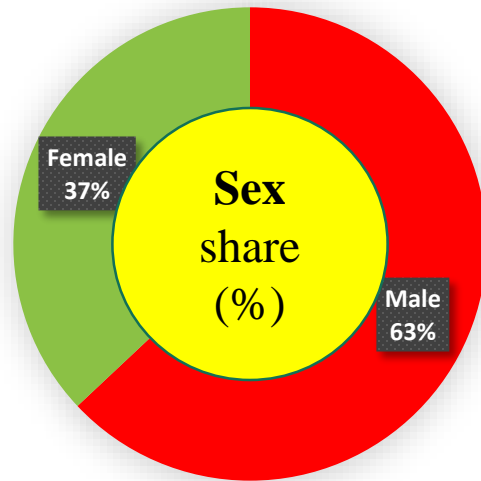


- ❖ 50 percent of respondents have post-graduate needs to study in relation to sustainability, innovation and entrepreneurship.
- ❖ 100 percent of respondents wished to study this course which is organised by The United Kingdom and Nha Trang University in Vietnam.
- ❖ Nearly 70 percent of the respondents expected to take this course in three years from 2020 to 2022



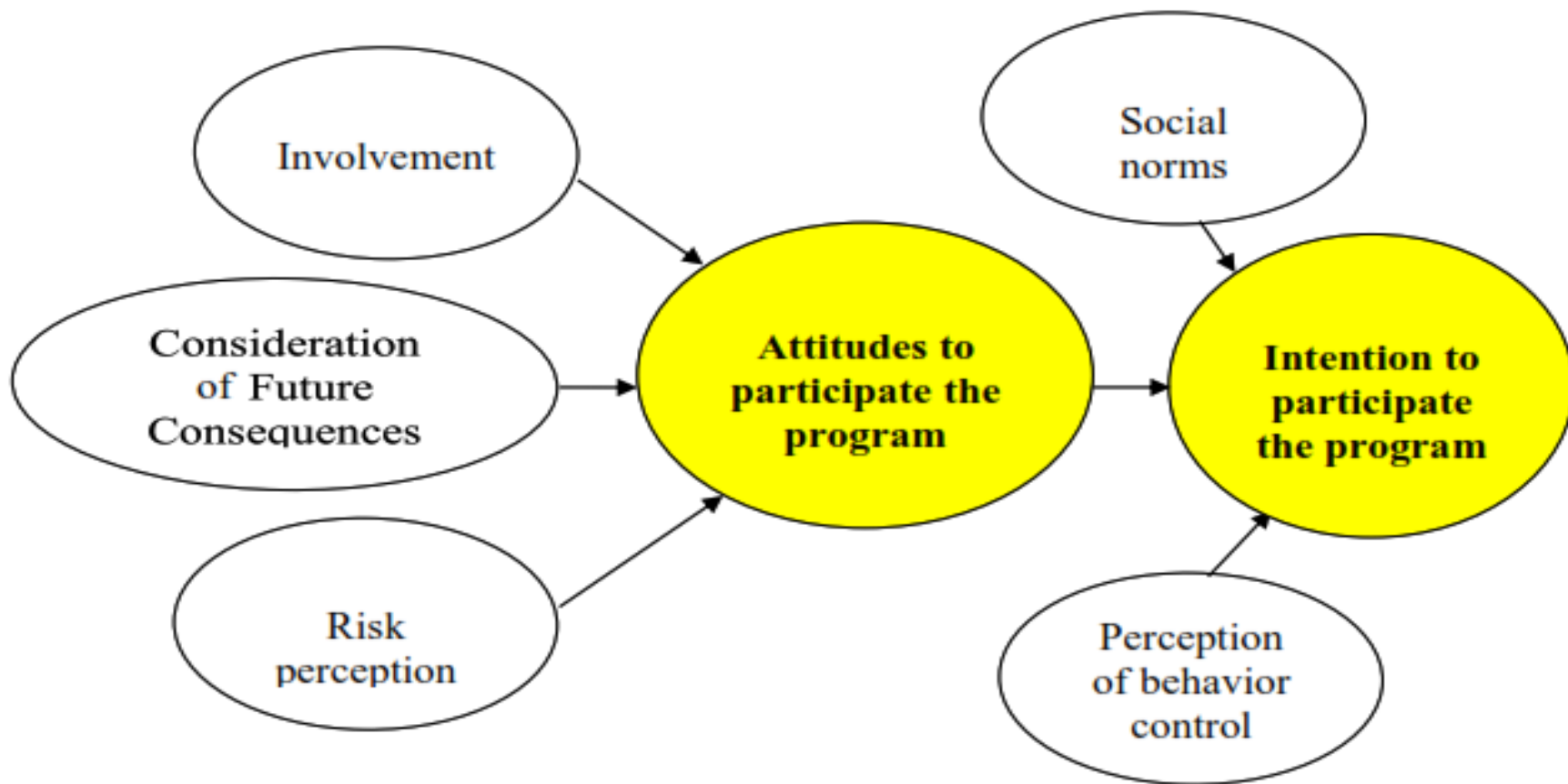
# **Surveys about student need on the postgraduate program in Sustainability, Innovation, and Entrepreneurship.**

# Information on demographic characteristics



- ❖ The male rate in the research sample accounts for nearly 60 percent.
- ❖ Nearly 70 percent of second-third year students
- ❖ The number of students from the economic sector and business administration accounted for over 75 percent.

# Research model



# Research results

Constructs and indicators	Factor loadings	t- Value	Composite reliability	Extracted variance
Intention to participate the program	0,72→0,85	9.9→10.3	0.82	0.60
Attitudes to participate the program	0,70→0,89	9.7→11.8	0.84	0.63
Social norms	0,76→0,90	11.9→14.1	0.82	0.61
Perception of behavior control	0,64→0,85	8.5→8.8	0.88	0.71
Involvement	0,63→0,88	8.8→13.0	0.89	0.60
Consideration of Future Consequences	0,69→0,80	8.2→9.1	0.87	0.71
Risk perception	0,63→0,83	4.1→6.1	0.82	0.54

Standard	Results
- Chi-square with P-value > 0,05	300.74; Sig. = 0,000
- NFI ≥ 0.90	0.93
- TLI ≥ 0.90	0.94
- CFI ≥ 0.90	0.94
- RMSEA ≤ 0.08	0.057
- Chi-square/df ≤ 5.0	1.6
- Factor loadings > 0.5	Satisfied
- Composite > 0.60	Satisfied



# Research results

	Mean	SD	INTEN	ATT	PBC	INVOL	RISK	SN	CFC
INTEN	3.97	1.09	1						
ATT	3.65	1.07	0,185**	1					
PBC	3.87	1.21	0.484***	0.333***	1				
INVOL	4.20	1.08	0.571***	0.638***	0.532***	1			
RISK	3.79	1.23	-0.082**	-0.331**	-0.129***	-0.258***	1		
SN	4.56	1.05	0.248***	0.051*	0.144***	0.395***	-0.063***	1	
CFC	3.98	1.02	0.419***	0.427***	0.58***	0.630***	-0.096***	0.260***	1

\*\*\*  $p < 0,000$ ; \*\*  $p < 0,01$ ; \*  $p < 0,05$ ; *ns* non significant

Hypothesis paths	Hypothesis	Estimates	<i>t</i> -Value	Support/non Support
ATT → INTEN	H1	0.51	6.304***	Support
PBC → INTEN	H2	0.31	3.927***	Support
SN → INTEN	H3	0.19	2.619**	Support
INVOL → ATT	H4	0.57	7.063***	Support
CFC → ATT	H5	0.13	1.788*	Support
RISK → ATT	H6	0.25	2.045***	Support



# Implications

- To provide the basic knowledge of sustainable development, innovation and entrepreneurship for the younger generation, helping them to see the most basic and practical benefits from participating in the program.
- To establish the sustainable development programs, innovations and entrepreneurial engagement about quality guarantee, communicating positive aspects related to the program (difference, quality and stability), but more importantly keeping these actions consistently.
- Communication strategy should focus much more on improving knowledge and involvement quality of the program for students with high-risk perception than others.